

Idaho Falls Downtown Development Corp. April 6, 2021 board meeting was held at the Jacob Grant conference room – 490 Park Ave at 8:30am

Attendance: Jake Durtschi, Greg Crockett, Steve Fischbach, Jill Hansen, Tasha Taylor, Lisa Farris, Kevin Cutler, Chip Schawrze, Shanon Taylor, Brandi Newton, Jim Francis, Dana Briggs and Anas Almassrahy.

Staff: Catherine Smith, Juan Hernandez, Mala Lyon

Minutes for March 2, 2021 were reviewed - Tasha motioned to accept the minutes. Kevin C. seconded and board approved

Financial report – Brandi – We have received a payment of \$20,000 to pay for the costs of watering the trees, flowerpots and flower baskets downtown. This money will be spent thru out this coming summer. Snow removal we are over budget, but that is something you can only make your best guess on what the costs will be. Liability Insurance is something we have to have when we have events. Catherine asked for a refund from last year since we had not events but they do not do that. Motioned by Brandi that the financial report be approved; Jake seconded and board approved.

Elections: The election was unanimous in favor for the following:

Jacob Durtschi ~ President
Kevin Cutler ~ Vice President
Jill Hansen ~ Secretary
Brandi Newton ~ Treasurer
Antonio Meza ~ Past President
Tasha Taylor ~ 2nd term Board Member
Cindy Napier ~ 2nd term Board Member

Director's Report – Catherine – We are working at becoming part of Main Street America again. We were involved in this years ago when Shirley Chastain was the director. They have provided some great resources through webinars and social media. We must have permission from Jerry Miller of the Idaho Commerce Department – Dana helped us get in contact with him. We needed a letter from the Chamber of Commerce that Chip provided, a letter from the Mayor, and REDI, and a letter of intent from the IFDDC. We have submitted everything and are just waiting on Jerry to give us the final signature. Driggs, Nampa and Caldwell are all involved – Driggs won an award a few years ago. The yearly membership is \$295 – Catherine is signed up for a webinar on April 12 – 14 which cost \$90. They offer lots of great tools, grants, and training. The board has already approved for the IFDDC to be part of Main Street America.

Projects this summer – 'Labs of Downtown' will be in the works with Misty Benjamin from the INL. We do have \$5,000 for the crosswalk murals but we are holding back on that project until we see how SpringBrew goes and how the finances sit after that event in May. The city did some re-striping downtown and then re-tarred Broadway bringing traffic into downtown that had tar on the tires which made a mess of the new striping. The crosswalks need to be re-painted.

Beautification – Pansies have been planted in the flower pots in the A Street/Yellowstone lot. We will no plant more until the end of May. Sheri will plant Broadway first as the pots are auto watered. We have 80 flower baskets sponsored so far and plan to do 95.

Parking – we have all the pieces to do the collection letters on past due parking citations. It has been a lot of steps but noticed should be mailed out soon. We have had a change in staff and Ed O'Rayeh is no longer working with us. We are discussing the specifics of what we want a new person we hire to accomplish. Brandi asked where we are at on a new enforcement vehicle? We have done some research and test driving and will be going out again Thursday. The side-by-side has worked but it is very expensive to maintain at \$150 for an oil change and having to haul gas into the downtown as we are not allowed to take it out of the downtown area. We have almost 8,000 miles on it. The plan is to purchase a new (used) car then sell the "vroom vroom" and it will be a wash cost wise.

Lisa – we still have \$10,000 from 2017 – 2020 to use. Page insurance in the Old Variety Mart building on Park is going to use a phase approach doing some of the work this year and some next year. They will have their offices on the 2nd floor and lease out the main floor for a retail shop. Idaho Mountain Trading is fixing their marquee sign that faces Shoup so it lights up again. Pie Hole Pizza will finish painting as soon as the weather is warm enough. Spruce is also coming along.

New business in the old Inkley building called Poppy & Pout coming soon. They will manufacture the lip gloss on one side and have a store on the other.

The Celt is coming along with their new distillery and roof seating area.

The Caramel Tree had their Grand Opening last week and it went very well. Had lots of people come in that had never been in a Caramel Tree shop before. There is a cute, fun boutique upstairs.

Hoping that Spruce Home and Gifts will be opening soon too. Lots happening Downtown.

Dana – The city swore in a new city council member Lisa Burtenshaw yesterday to replace Shelly Smede. The city is working on an Innovation District and a work force training building.

Anas – The city has been having city wide neighborhood meetings and the city wide survey has been well received.

Chip – Had 82 people come to the first “Out of the Box” event which was more than the 50 that were expected. Tourism last year was better than had been hoped for. We did not see the bus loads of visitors, more regionalism. We have a new airline route direct from Seattle, so we are expecting to see smaller groups of travelers that used to fly into San Francisco then board buses and drive up to Yellowstone Park will now fly into Seattle, switch planes and land in Idaho Falls begin their trip to Yellowstone. The Chamber also has grant money available for the downtown brochures.

Jim Francis – The IFDDC will need to keep in touch with Brad to keep the parking funding in the budget. Jim agreed to bring it up also and ask about the re-painting of the crosswalks.

Jake asked about on-street parking meters? Catherine said we are still exploring that option. The feedback has been that people are willing to pay to be able to park longer than two hours. The cost is \$400,000 to install the meters on street and the city would need to own the meters as they would be on public sidewalks. The businesses like hair salons, the movie theater and others who seem to think they can come downtown for two hours then have to leave, rather than just move their vehicle to a new location, feel on-street meters is a good solution. Jake said we have talked to Mike Kirkham, the city attorney to see what steps would be needed. There are multiple ways that could be used to fund them. The Mayor has said there is no money from the city available. Catherine said it is a risk as we do not know how much money would be generated to pay back any kind of a loan. Greg asked if the first half hour can be free? No, the software will not support that with one meter per block that people go to and pay. Could more 5 minute spaces like what is by Wells Fargo be added for people that just need to quickly drop off something? That is an option to look at.

Meeting was adjourned at 9:30am.

Our next board meeting is scheduled for May 4, 2021.

Respectfully submitted by Jill Hansen, Secretary and Mala Lyon